

**Subject:** Marketing Report for the week of 9/12/16

**From:** Henna Sherzai <HSherzai@downtownla.com>

**Date:** 09/16/2016 05:35 PM

**To:** Suzanne Holley <SHolley@downtownla.com>, "Carol Schatz (DCBID)" <cschatz@downtownla.com>

**CC:** Lena Mulhall <lmulhall@ccala.org>, Shawn Bratton <sbratton@ccala.org>

Carol & Suzanne,

Below is the marketing department activity report for the week of September 12, 2016.

## **Henna**

- Innovate DTLA
  - o Finalized AVG contract for review by Loeb
  - o Held calls to update Macy & Proof teams and invite them to kickoff planning
- Created & submitted 2017 Marketing strategy to Jeff & Suzanne
- Assisted Nick with his 2017 Econ Dev strategy
- Prepared board meeting report & attended board meeting
- Reviewed 2017 budget with Suzanne & Jeff
- Held BBQ event
- Ambassador program
  - o Had call with Jorge (C-1) to discuss roles & responsibilities
  - o Met with Trevino to make schedule adjustments
  - o Managed installation of more visible window decals for 9/17
- Attended first walk through for Halloween event w/ Mike
- Finalized & submitted ads for Dreams Magazine DTLA issue
- Conducted outreach to secure 9/19 Roundtable presenters
- Had introductory call with Kathleen Miller (Ratkovich) and confirmed in-person brainstorm for 9/22
- Secured sponsorship of window installation for DTLA 2040 event

## **Mike**

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning ( Halloween)
- Continued event sponsorship requests
- Held BBQ event

## **Kevin**

CCA

- November GMM: Flyer revisions

- Holiday Party: Flyer layout
- Executive Committee Meeting: Flyer revisions
- Treasure: 2017 design options
- Dreams ads: Design

#### DCBID MARKETING

- BBQ: Signage, Menu, Worked event
- Halloween: Postcard design
- Operation photo shoot coordination
- Dreams ads: Get Urban, DT.com

#### ECON DEV

- DRMa: Roundtable invite
- DT.com banner

### Henna Sherzai

Director of Marketing & Communications

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